



## INNOVIMENTOR

Generating SME product and process innovation with a new tourism mobility model, stakeholder alliances and skills alliances to facilitate the market uptake of local enterprises in remote and sparsely populated areas.

*CulturePolis' Contribution  
Joint Survey Report*

### Joint Survey to investigate entrepreneurship needs and skills needs of human capital

*Priority Axis: 1. Entrepreneurship & Innovation;*

*Thematic Objective: 3 Enhancing the competitiveness of small and medium-sized enterprises (SMEs);*

*Investment Priority: 3d Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes;*

*Specific Objective: 1.2. Innovative territories*

<b>Work Package</b>	<b>WP3. Enhancing SME capacity to achieve entrepreneur, social and business innovation</b>
<b>Deliverable</b>	<b>D 3.3.1. Joint Survey</b>



ACRONYM  
**INNOVIMENTOR**

**TITLE**

Generating SME product and process innovation with a new tourism mobility model, stakeholder alliances and skills alliances to facilitate the market uptake of local enterprises in remote and sparsely populated areas.

**TRANSNATIONAL PARTNERSHIP**

- GREECE: UNIVERSITY OF THE AEGEAN – WAVE LAB
- GREECE: CULTUREPOLIS
- BULGARIA: UBBSLA - UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES
- BULGARIA: CHI – CENTER FOR HERITAGE INTERPRETATION
- CYPRUS: MUNICIPALITY OF STROVOLOS
- ALBANIA: LERDA – LEZHA REGIONAL DEVELOPMENT AGENCY
- ALBANIA: UNIque JE- UNIQUE JUNIOR ENTERPRISES
- FYR.O.M: A.B.A.T BALKANIA – BALKAN ASSOCIATION FOR ALTERNATIVE TOURISM





## **PROJECT SUMMARY**

INNOViMENTOR supports the capacity of tourism SMEs in remote, peripheral and sparsely populated areas to grow in regional, national and international markets and to engage in innovation processes in the tourism sector. To enhance the capacity of tourism SMEs towards entrepreneurial, social and business innovation skill needs of tourism actors and demand-supply trends are mapped. Stakeholder fragmentation is addressed in order to achieve cross sector cooperation for product and process innovation. To build the capacity of tourism SMEs embrace innovation and business transformation a work based learning training for major stakeholders and key players results in the EQF certification of tourism professionals. A new business model on customer insights, key experiences and stakeholder participation is applied to advance the tourism competitiveness in the project area. INNOViMENTOR supports tourism SMES in remote peripheral and sparsely populated areas to exploit growth assets and access key markets by delivering process and product innovation in the highly competitive tourism market respective COP21 agreement on climate changes and resource efficiency. Fully in the spirit of the Grand Societal Challenges 2020 INNOViMENTOR designs, delivers and packages a full scale creative tourism product to enter the global tourism market with 60 unique selling points reforming and reshaping both the demand and supply pattern. INNOViMENTOR designs, delivers and packages a full scale creative tourism product to enter the global tourism market in 2018. A creative tourism route with 60 unique selling points first hand authentic experiences; a booking app and an iBook for iOS and Android users and a new byer-community is established by 2018. A permanent tourism business network exploits project Legacy with 176 highly replicable deliverables The Roving Business School with 6 branches in the Project Area and the Creative Tourism Observatory ensure the sustainability of achieved results, the post project operations and the follow-up activities.





## **INTRODUCTION**

The present survey strives to identify the entrepreneurship needs and skills needs of human capital in the project area. It helps local stakeholders to become responsive to local market demands and to determine a new generation of smart services according to the main trends of global transformations in the tourism sector.

The survey outputs will facilitate the better and more qualitative performance of the pilot project in the area and advanced offers to be applied for the local products and services.

This report describes the survey conducted by CulturePolis for the wide area of Corfu in Greece. It was a targeted survey that conducted through e-mail and social networks using a google form ([https://docs.google.com/forms/d/e/1FAIpQLSdsGYuUoQZ59-SWlyEoGPs6C1AY5RK-0PbKfC\\_VIuoG\\_H8AMg/viewform?usp=sf link](https://docs.google.com/forms/d/e/1FAIpQLSdsGYuUoQZ59-SWlyEoGPs6C1AY5RK-0PbKfC_VIuoG_H8AMg/viewform?usp=sf_link)).

In this way we gathered 11 answers from different stakeholders that are active in Corfu mainly in the Cultural, Touristic and Commercial sector.

There will then analyze the results that emerged from the interpretation of the responses. Charts and pies will be used for this presentation in order to reflect as fully as possible the current situation of entrepreneurship needs skills needs of human capital in Corfu society.





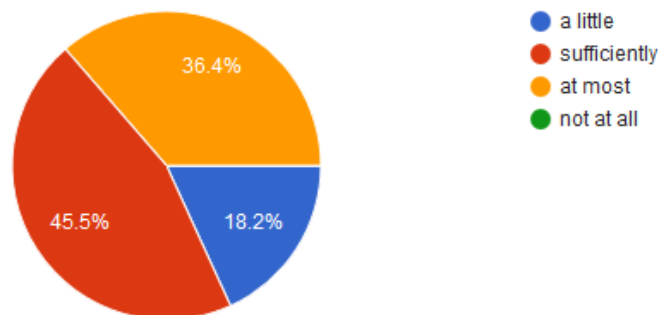
## 1 Results

At the questions 1 to 3 of the questionnaire, an evaluation of the awareness is being made about the tourism potential in different spatial scales including the whole Balkan – Med region to the sparsely populated regions of each particular region.

Examining the results for Corfu region there is awareness close to 50% about the potential of the whole region and no one answered “not at all”. At a local level the levels of awareness are higher (82%). This is illustrated by the high dependence of the island's economic profile on tourism. Corfu has always been a mass tourism destination that attracts visitors from both Greece and abroad, with an emphasis on the Balkan countries and Italy.

### 1. Are you aware of the tourism potential of the region /Balkan-Med/?

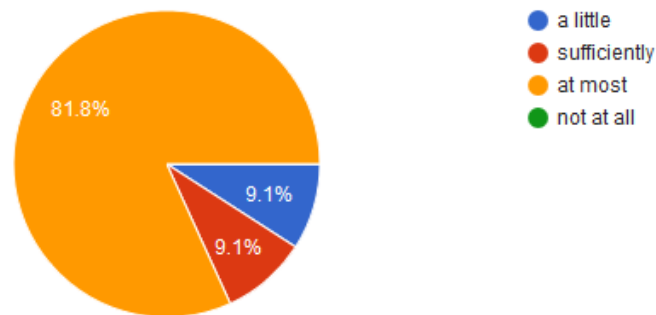
11 responses





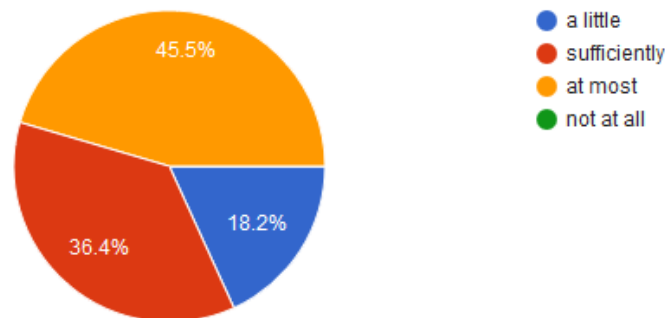
## 2. Are you aware of the tourism potential of your region?

11 responses



## 3. Are you aware of the tourism potential of sparsely populated areas in your region?

11 responses



The knowledge of the island's sparsely populated areas is significantly more limited, which is justified by the concentration of tourism in specific areas centered on Corfu Town which is an UNESCO monument.

Cultural heritage is particularly important for stakeholders in the Corfu region, mainly because of the UNESCO monument (Old Town) nominated for the existence of

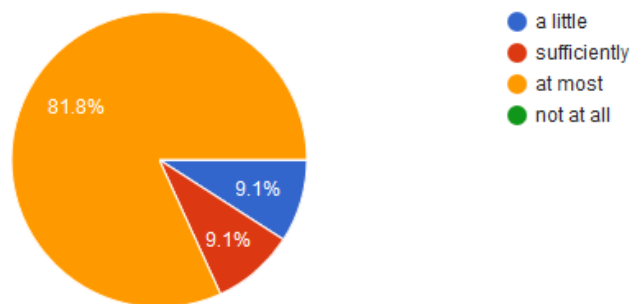




Venetian castles and preserved monuments in very good condition. The cultural heritage in the sparsely populated areas takes a different form including folklore traditions, mansions and other elements of intangible cultural heritage.

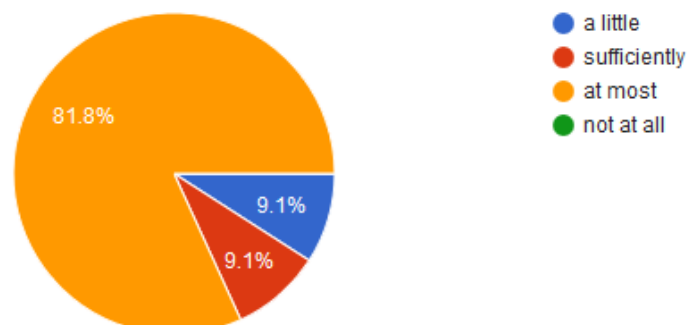
#### 4. Do you consider the culture heritage is of significant importance for the tourism development in your region?

11 responses



#### 5. Do you consider the culture heritage is of significant importance for the tourism development in sparsely populated areas of your region?

11 responses





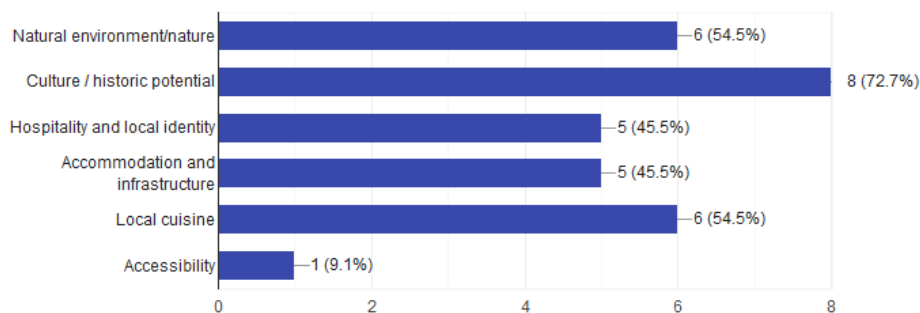
The following questions (6-10) focus on the touristic profile of the region examining which is the most advanced tourism type in our region and what are the facilities provided such as accommodation, cultural sites etc.

First of all, the stakeholders that participated in this survey choose the destination of their holiday taking into account the cultural/historic potential of the area and also the Natural Environment and the Local Cuisine. At the same time there is a wide distribution between the choices fact that reveals the complex behind the global terms and the local actors in the same field (6).

#### 6. Which of the criteria is crucial when choosing holiday destination?



11 responses



As expected, all participants agreed that the main type of tourism developed in Corfu is mass tourism (Tourism for holiday and recreation). In general, the islands of Greece for many years are attracting mass tourism with an emphasis on the "sun and sea" model, which offers an intensification of tourism during the summer months and its partial development the rest of the year. Following the same pattern and Corfu, while having a lot of cultural natural, historical etc. elements remain unused.

The above prototype is also shown at the sparsely populated areas, where religious tourism (mainly because of traditional fairs during summer) and cultural tourism is also developed. The new experience – based tourism model has revealed the potential of isolated areas, especially by the use of internet where more information about different and alternative activities can be found.



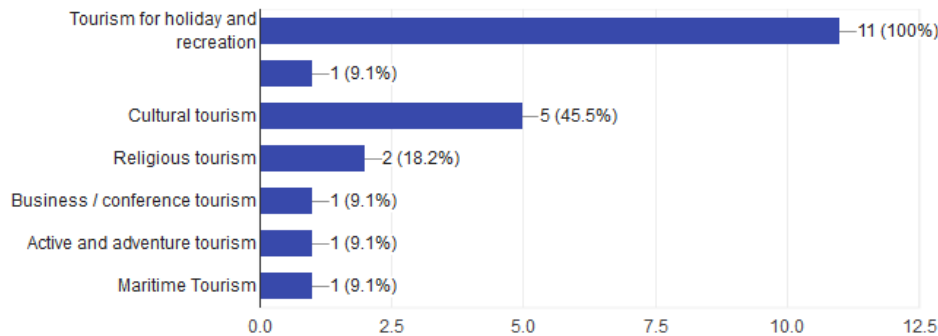




### 7. Which is the most advanced tourism type in your region?

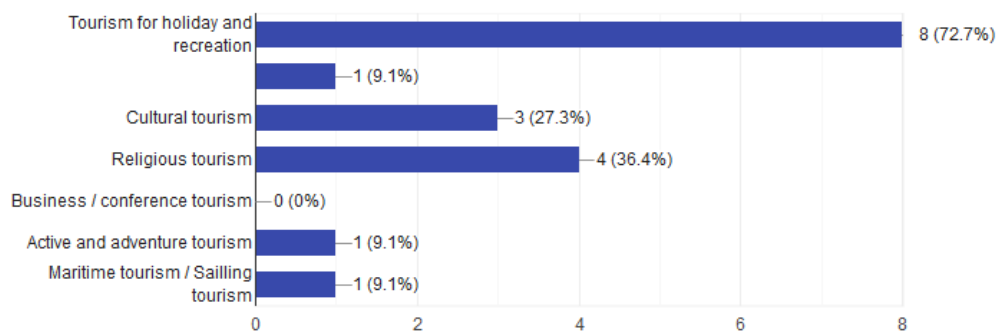


11 responses



### 8. Which is the most advanced tourism type in sparsely populated areas in your region?

11 responses



According to the answers in question 9, it is positive that all participants find important to exploitation of cultural resources of an area to attract foreign tourists, indicating that there is awareness of the shift in the tourism model towards more quality alternative forms of tourism. Of course this is also shown in chart 11 where everyone considers really important the existence of historical and cultural places in order to choose a tourist destination.





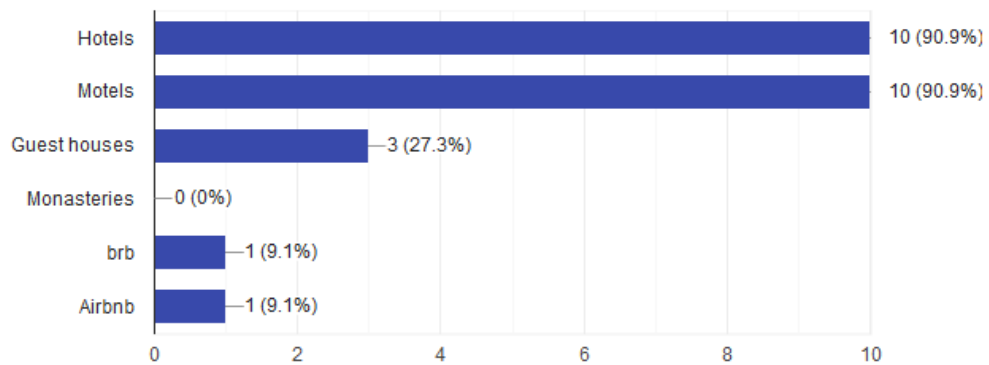
9. Are there historic, natural, etc. sites in your region which would be of interest for foreign tourists?

11 responses



10. What are the accommodation possibilities for tourists in your territory and municipality?

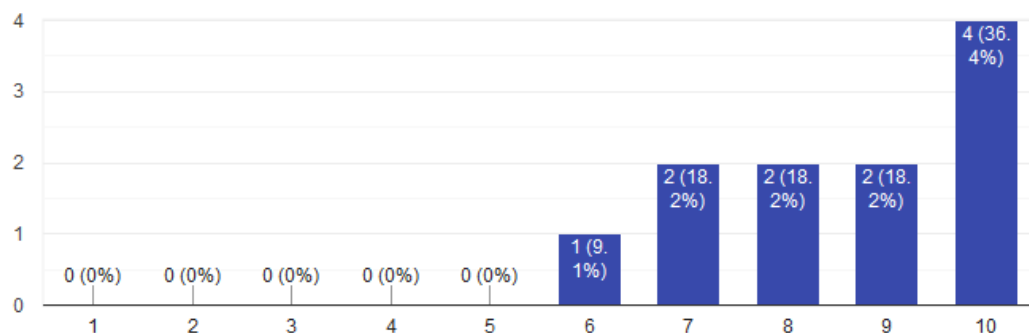
11 responses





**11. How important do you consider the cultural and historic sites when choosing a place for vacation in your region?**

11 responses



**12. Which are the most important cultural tourist attractions in your region?**

Cultural Site	Number of Answers
Achillion	1
Paleopoli Archaeological Site	1
Kaiser's Land, Kaiser's Bridge	1
The old town of Corfu (Unesco Town)	8
Castle of Gardiki	1
St Spiridonas	1
Anunciata	2
Old and New fortress	3
Philharmonics	2
Museums	1
Castle of Kassiope	1
Old Perithia	1
Angelokastro	1
Natural Environment	1

Every actor considers the UNESCO Town of Corfu one of the most important historical/cultural site of the region. This nomination was made in 2007 for the in order to preserve the historical buildings and the urban landscape of the Old Town. The three forts of the town, designed by renowned Venetian engineers, were used for four centuries to defend the maritime trading interests of the Republic of Venice against the Ottoman Empire. In the course of time, the forts were repaired



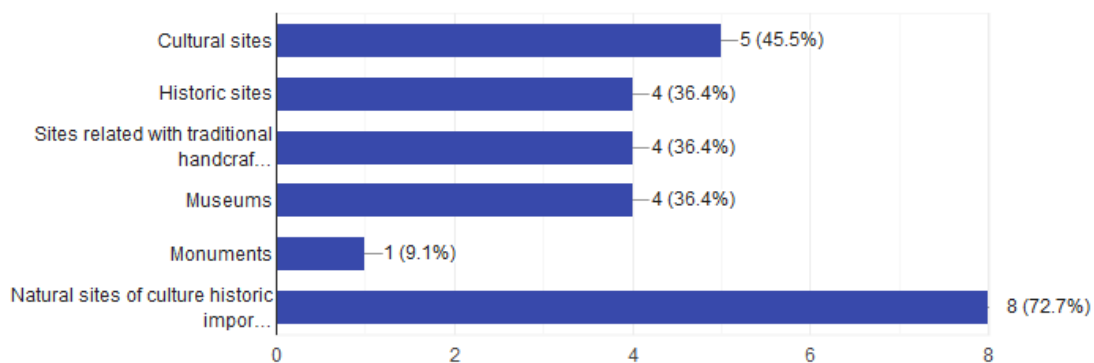


and partly rebuilt several times, more recently under British rule in the 19th century. The mainly neoclassical housing stock of the Old Town is partly from the Venetian period, partly of later construction, notably the 19th century. As a fortified Mediterranean port, Corfu's urban and port ensemble is notable for its high level of integrity and authenticity.

On the other hand the sparsely populated areas (mainly located in the mountainous areas of the island with a completely different relief from the seaside) is considered that the natural sites are more interesting for development.

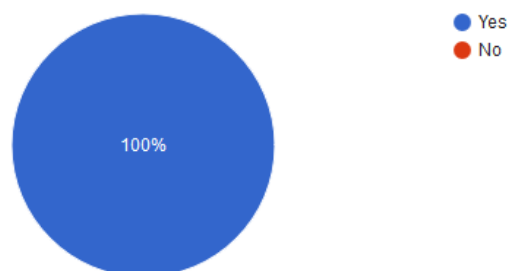
### 13. Which of the following cultural tourist sites would contribute to tourism development in sparsely populated areas in your region?

11 responses



### 14. Do you consider the use of modern digital apps would contribute to the cultural tourism development in sparsely populated areas in your region?

11 responses

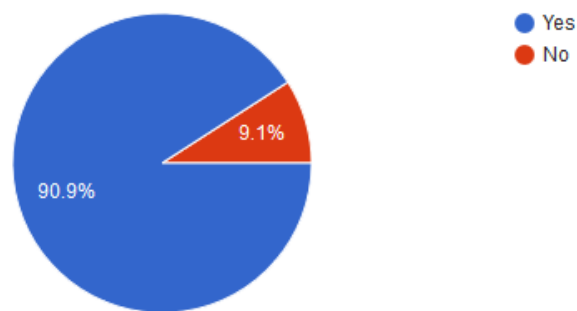




Participants consider it equally important to promote new innovative technological tools to promote tourism in the sparsely populated areas. This will help to promote and utilize undeveloped cultural resources, meeting market needs that are geared towards a new digital tourism era that is particularly prevalent in Greece and to a significant extent to the isolated Greek island areas.

**15. Do you think the creation of new generation tourist products and services would contribute to the cultural tourism development in sparsely populated areas in your region?**

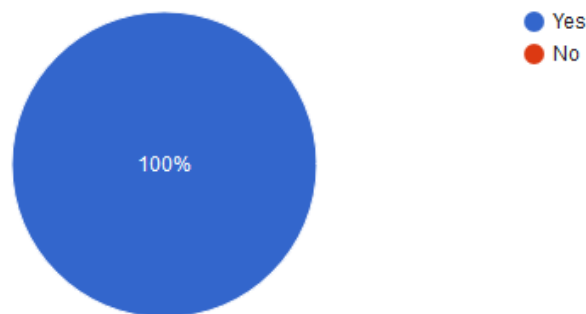
11 responses





### 16. Do you think the virtual museum/tour creation would contribute to cultural tourism development in sparsely populated areas in your region?

11 responses



Finally, another element that reveals the dependence on the internet and social networks is that this particular study ranks this way first to obtain information on the upcoming holiday destination. Of course, tour operators are also highly regarded, with Corfu being a destination for mass tourism for many years.

### 17. Which are the sources of information when choosing tourist destination in your region?

11 responses

